Streaming Sharing Stealing Big Data And The Future Of Entertainment Mit Press

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Blockbusters

Though their primary concern, organizations in the creative industries don't only succeed or fail based on the exercise of their creative resources. Their fortunes

also depend on their understanding and approach to the problem of competition. In Strategic Analysis: A creative and cultural industries perspective, Jonathan Gander offers a much needed introduction to how the practice of strategic thinking and analysis can be applied to this diverse and dynamic field. The book employs a range of competitive scenarios and case studies in which to practically apply a recommended set of analytical frameworks and examine the strategic challenge facing the enterprise and the wider sector. This concise and practical text focuses on providing a clear series of steps through which to identify and tackle strategic issues facing an enterprise, making it perfect reading for students and practitioners in the creative sector who seek a strategic understanding of the competition they are involved in.

Digital Renaissance

This illustrated "history of popular entertainment takes along-zoom approach, contending that the pursuit of novelty and wonder is a powerful driver of world-shaping technological change. Steven Johnson argues that, throughout history, the cutting edge of innovation lies wherever people are working the hardest to keep themselves and others amused"--

Streaming, Sharing, Stealing

"A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG Harvard Business School Professor of Strategy Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, The Content Trap is an essential new playbook for navigating the turbulent waters in which we find

ourselves. Praise for The Content Trap "Today, to some extent, every company is a media company, but Anand emphasizes that it's not just about the content you create; it's the connections you make that matter—the platforms and network effects."—Doug McMillon, CEO, Wal-Mart Stores "The Content Trap is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success. But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are."—The Wall Street Journal

Podcasting

How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. "[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." --The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." --Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch

a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries--and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data.

Strategic Pricing for the Arts

Awakening is the definitive account of the music industry in the digital era. It tells the inside story of how the music business grappled with the emergence of an

entirely new digital economy with exclusive interviews with the people who shaped today's industry. Mulligan's gripping narrative switches between the seismic market trends to the highly personal accounts of artists and digital pioneers. It recounts the events that both spelt the end of the old industry and that are the foundation for the radical new successor that is about to emerge. Awakening is written by the leading music industry analyst Mark Mulligan and includes interviews with 60 of the music industry's most important figures, including million selling artists and more than 20 CEOs. Alongside this unprecedented executive access, Awakening uses exclusive data presented across 60 charts and figures to chart the music industry's digital journey and to lay out a vision of the future for the industry and artists alike. For anyone interested in the music industry and the lessons it provides for all businesses in the digital era, this is the only book you will ever need.

Principles of Big Data

News and journalism are in the midst of upheaval: shifts such as declining print subscriptions and rising website visitor numbers are forcing assumptions and practices to be rethought from first principles. The internet is not simply allowing faster, wider distribution of material: digital technology is demanding transformative change. Out of Print analyzes the role and influence of newspapers in the digital age and explains how current theory and practice have to change to

fully exploit developing opportunities. In Out of Print George Brock guides readers through the history, present state and future of journalism, highlighting how and why journalism needs to be rethought on a global scale and remade to meet the demands and opportunities of new conditions. He provides a unique examination of every key issue, from the phone-hacking scandal and Leveson Inquiry to the impact of social media on news and expectations. He presents an incisive, authoritative analysis of the role and influence of journalism in the digital age.

Hammurabi of Babylon

How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. " The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." --The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." --Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a

pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries--and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data.

The Netflix Effect

How digital technology is upending the traditional creative industries—and why that's a good thing The digital revolution poses a mortal threat to the major creative industries—music, publishing, television, and the movies. Cheap, easy self-producing is eroding the position of the gatekeepers and guardians of culture. Does this revolution herald the collapse of culture, as some commentators claim?

Far from it. In Digital Renaissance, Joel Waldfogel argues that digital technology is enabling a new golden age of popular culture—a digital renaissance. Analyzing decades of production and sales data, as well as bestseller and best-of lists, Waldfogel finds that the new digital model is just as powerful at generating high-quality, successful work as the old industry model, and in many cases more so.

Big Data For Dummies

'The Mansion on the Hill' will disabuse you once and for all of the notion that rock 'n' roll was ever really about changing the world. It is absolutely essential read for any music aficionado whose curiosity is not satisfied by myth alone.

Out of Print

The ideal graduation gift for anyone about to enter the workforce, a witty, practical guide to 200 difficult professional conversations—featuring all-new advice from the creator of the popular website Ask a Manager and New York's work-advice columnist. There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she

tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Advance praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Clear and concise in its advice and expansive in its scope, Ask a Manager is the book I wish I'd had in my desk drawer when I was starting out (or even, let's be honest, fifteen years in)."—Sarah Knight, New York Times bestselling author of The Life-Changing Magic of Not Giving a F*ck

Outnumbered

Data science is the most exciting skill you can master. Data has dramatically

changed how our world works. From entertainment to politics, from technology to advertising and from science to the business world, data is integral and its only limit is our imagination. If you want to have a vibrant and valuable professional life, being skilled with data is the key to a cutting-edge career. Learning how to work with data may seem intimidating or difficult but with Confident Data Skills you will be able to master the fundamentals and supercharge your professional abilities. This essential book covers data mining, preparing data, analysing data, communicating data, financial modelling, visualizing insights and presenting data through film making and dynamic simulations. In-depth international case studies from a wide range of organizations, including Netflix, LinkedIn, Goodreads, Deep Blue, Alpha Go and Mike's Hard Lemonade Co. show successful data techniques in practice and inspire you to turn knowledge into innovation. Confident Data Skills also provides insightful guidance on how you can use data skills to enhance your employability and improve how your industry or company works through your data skills. Expert author and instructor, Kirill Eremenko, is committed to making the complex simple and inspiring you to have the confidence to develop an understanding, adeptness and love of data.

The Inevitable

Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches

readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators. Learn general methods for specifying Big Data in a way that is understandable to humans and to computers Avoid the pitfalls in Big Data design and analysis Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that apply to the acquisition, distribution and integration of Big Data resources

Hit Makers

So much to read, so little time? This brief overview of Streaming, Sharing, Stealing tells you what you need to know—before or after you read Michael D. Smith's and Rahul Telang's book. Crafted and edited with care, Worth Books set the standard for quality and give you the tools you need to be a well-informed reader. This short summary and analysis of Michael D. Smith and Rahul Telang's Streaming, Sharing,

Stealing includes: Historical context Chapter-by-chapter summaries Character profiles Important quotes Fascinating trivia Glossary of terms Supporting material to enhance your understanding of the original work About Streaming, Sharing, Stealing by Michael D. Smith and Rahul Telang: There is a new world order in the entertainment industry. Digital technology has contributed to an explosion of content in the entertainment business as Netflix, Amazon, and Apple upend traditional entertainment, changing the way in which television, film, music, and books are made and consumed. In Streaming, Sharing, Stealing: Big Data and the Future of Entertainment, authors Smith and Telang document this massive change and demonstrate conclusively that making data-driven decisions and understanding customer behavior are the keys to the new marketplace. The summary and analysis in this ebook are intended to complement your reading experience and bring you closer to a great work of nonfiction.

Steal this Computer Book 3

An innovative investigation of the inner workings of Spotify that traces the transformation of audio files into streamed experience. Spotify provides a streaming service that has been welcomed as disrupting the world of music. Yet such disruption always comes at a price. Spotify Teardown contests the tired claim that digital culture thrives on disruption. Borrowing the notion of "teardown" from reverse-engineering processes, in this book a team of five researchers have

playfully disassembled Spotify's product and the way it is commonly understood. Spotify has been hailed as the solution to illicit downloading, but it began as a partly illicit enterprise that grew out of the Swedish file-sharing community. Spotify was originally praised as an innovative digital platform but increasingly resembles a media company in need of regulation, raising questions about the ways in which such cultural content as songs, books, and films are now typically made available online. Spotify Teardown combines interviews, participant observations, and other analyses of Spotify's "front end" with experimental, covert investigations of its "back end." The authors engaged in a series of interventions, which include establishing a record label for research purposes, intercepting network traffic with packet sniffers, and web-scraping corporate materials. The authors' innovative digital methods earned them a stern letter from Spotify accusing them of violating its terms of use; the company later threatened their research funding. Thus, the book itself became an intervention into the ethics and legal frameworks of corporate behavior.

How Music Got Free

Describes how computer viruses are created and spread, and discusses computer harassment, online con artists, protecting data with encryption, and general computer security issues.

The Hollywood Economist 2.0

With roughly half of all income for non-profit arts organizations in the United States coming from earned revenue rather than donations and state funding, the issue of pricing is paramount to success in the arts industry, yet pricing is not covered in any existing textbooks. How should prices differ between ordinary and premium seating? How much of a discount in admission should be offered through membership or season subscription? When does it make sense to partner with organizations to offer discounts? Arts managers, whether working in the performing arts, museums or festivals, and whether in the commercial, non-profit, or state sector, need to make informed decisions on the prices they set. This accessible text provides the first concise, practical, non-technical guide for setting prices in the arts industry. Offering a practical introduction to pricing, this book is perfectly suited to students studying arts management /administration as well as new managers working in the creative and cultural industries.

The Case for International Sharing of Scientific Data

Born out of interviews with the producers of some of the most popular and culturally significant podcasts to date (Welcome to Night Vale, Radiolab, Serial, The Black Tapes, We're Alive, The Heart, The Truth, Lore, Love + Radio, My Dad Wrote

a Porno, and others) as well as interviews with executives at some of the most important podcasting institutions and entities (the BBC, Radiotopia, Gimlet Media, Audible.com, Edison Research, Libsyn and others), Podcasting documents a moment of revolutionary change in audio media. The fall of 2014 saw a new iOS from Apple with the first built-in "Podcasts" app, the runaway success of Serial, and podcasting moving out of its geeky ghetto into the cultural mainstream. The creative and cultural dynamism of this moment, which reverberates to this day, is the focus of Podcasting. Using case studies, close analytical listening, quantitative and qualitative analysis, production analysis, as well as audience research, it suggests what podcasting has to contribute to a host of larger media-and-society debates in such fields as: fandom, social media and audience construction; new media and journalistic ethics; intimacy, empathy and media relationships; cultural commitments to narrative and storytelling; the future of new media drama; youth media and the charge of narcissism; and more. Beyond describing what is unique about podcasting among other audio media, this book offers an entry into the new and evolving field of podcasting studies.

Streaming, Sharing, Stealing

Hammurabi was the sixth king of ancient Babylon and also its greatest. Expanding the role and influence of the Babylonian city-state into an imperium that crushed its rivals and dominated the entire fertile plain of Mesopotamia, Hammurabi (who

ruled c. 1792-1750 BCE) transformed a minor kingdom into the regional superpower of its age. But this energetic monarch, whose geopolitical and military strategies were unsurpassed in his time, was more than just a war-leader or empire-builder. Renowned for his visionary Code of Laws, Hammurabi's famous codex - written on a stele in Akkadian, and publicly displayed so that all citizens could read it - pioneered a new kind of lawmaking. The Code's 282 specific legal injunctions, alleged to have been divinely granted by the god Marduk, remain influential to this day, and offer the historian fascinating parallels with the biblical Ten Commandments. Dominique Charpin is one of the most distinguished modern scholars of ancient Babylon. In this fresh and engaging appraisal of one of antiquity's iconic figures, he shows that Hammurabi, while certainly one of the most able rulers in the whole of prehistory, was also responsible for pivotal developments in the history of civilization.

Confident Data Skills

It's 2046. You don't own a car, or much of anything else, instead subscribing to items as you need them. Virtual reality is as commonplace as cell phones. You talk to your devices with hand gestures. Practically all surfaces have become a screen, and each screen watches you back. Robots and AI took over your old job but also created a new one for you, work you could not have imagined back in 2016. In The Inevitable, Kevin Kelly, the visionary thinker who foresaw the scope of the internet

revolution, provides a plausible, optimistic road map for the next 30 years. He shows how the coming changes can be understood as the result of a few long-term forces that are already in motion. Kelly both describes these 12 deep trends-including cognifying our surroundings, valuing access over ownership, tracking everything-and demonstrates how they are codependent on one another. These larger forces will completely revolutionize the way we work, play, learn, buy, and communicate with each other. Ultimately, predicts Kelly, all humans and machines will be linked up into a global matrix, a convergence that will be seen as the largest, most complex, and most surprising event ever up to this time. The Inevitablewill be indispensable to anyone who seeks guidance on where to position themselves as this new world emerge.

Awakening

'Fascinating' Financial Times Algorithms are running our society, and as the Cambridge Analytica story has revealed, we don't really know what they are up to. Our increasing reliance on technology and the internet has opened a window for mathematicians and data researchers to gaze through into our lives. Using the data they are constantly collecting about where we travel, where we shop, what we buy and what interests us, they can begin to predict our daily habits. But how reliable is this data? Without understanding what mathematics can and can't do, it is impossible to get a handle on how it is changing our lives. In this book, David

Sumpter takes an algorithm-strewn journey to the dark side of mathematics. He investigates the equations that analyse us, influence us and will (maybe) become like us, answering questions such as: Who are Cambridge Analytica? And what are they doing with our data? How does Facebook build a 100-dimensional picture of your personality? Are Google algorithms racist and sexist? Why do election predictions fail so drastically? Are algorithms that are designed to find criminals making terrible mistakes? What does the future hold as we relinquish our decision-making to machines? Featuring interviews with those working at the cutting edge of algorithm research, including Alex Kogan from the Cambridge Analytica story, along with a healthy dose of mathematical self-experiment, Outnumbered will explain how mathematics and statistics work in the real world, and what we should and shouldn't worry about. A lot of people feel outnumbered by algorithms – don't be one of them.

Wonderland

A lungo la televisione americana tradizionale ha seguito le stesse regole: i dirigenti dei network approvano un episodio pilota, poi ordinano un certo numero di puntate, infine le trasmettono una alla volta, nello stesso giorno e a un'ora precisa, rivolgendosi a uno specifico pubblico. Poi però è arrivata House of Cards, la prima serie targata Netflix, e tutto è cambiato. La piattaforma ha valutato il potenziale dei dati raccolti sui suoi abbonati e sulle loro preferenze, ha ordinato subito due

stagioni senza nemmeno vedere il pilota e ha caricato i primi tredici episodi in una volta sola, consentendo ai suoi abbonati di guardare la serie quando volevano, sui loro dispositivi preferiti.In questo libro, Michael Smith e Rahul Telang, esperti di analisi dei dati, mostrano come il successo di House of Cards abbia sconvolto l'industria cinematografica e televisiva e spiegano in che modo aziende come Amazon o Apple stiano cambiando le regole di altre importanti industrie dell'intrattenimento, in particolare l'editoria e la musica. Questo cambiamento è affrontato da molteplici punti di vista, dalle nuove regole della produzione e distribuzione mediale alle decisioni sui prezzi e sulla differenziazione necessarie a convincere i «pirati» e a trasformarli in abbonati. Al centro di questo sistema complesso, un ruolo da protagonista è affidato ai dati. In che modo le aziende possono scoprire chi sono i loro clienti, cosa vogliono e quanto sono disposti a pagare? Attraverso i dati. Per sopravvivere e avere successo, le aziende devono adattarsi in fretta, imparando da chi ha cambiato per sempre le basi del loro mondo.Questo volume è stato realizzato grazie alla collaborazione con Tivù Srl.La traduzione dell'opera è stata realizzata grazie al contributo del SEPS - Segretariato Europeo per le pubblicazioni scientifiche

The Content Trap

A fully revised edition of the popular guide to Hollywood finances, updated to reflect even newer films and trends In a Freakonomics-meets-Hollywood saga,

veteran investigative reporter Edward Jay Epstein goes undercover to explore Hollywood's "invisible money machine," probing the dazzlingly complicated finances behind the hits and flops, while he answers a surprisingly difficult question: How do the studiosmake their money? We also learn: + How and why the studios harvest silver from old film prints + Why stars do—or don't do—their own stunts + The future of Netflix: Why the "next big thing" now seems in such deep trouble + What it costs to insure Nicole Kidman's right knee… + How Hollywood manipulates Wall Street: including the story of the acquisition of MGM… wherein a consortium of banks and hedge funds lost some $5 billion… while Hollywood made millions. + Why Arnold Schwarzenegger is considered a contract genius… + The fate of serious fare: How HBO, AMC, and Showtime have found ways to make money offer adult drama, while the Hollywood studios prefer to cater to teen audiences. + Why Lara Croft: Tomb Raider is considered a "masterpiece" of financing From the Trade Paperback edition.

Strategic Analysis

Netflix is the definitive media company of the 21st century. It was among the first to parlay new Internet technologies into a successful business model, and in the process it changed how consumers access film and television. It is now one of the leading providers of digitally delivered media content and is continually expanding access across a host of platforms and mobile devices. Despite its transformative

role, however, Netflix has drawn very little critical attention-far less than competitors such as YouTube, Apple, Amazon, Comcast, and HBO. This collection addresses this gap, as the essays are designed to critically explore the breadth and diversity of Netflix's effect from a variety of different scholarly perspectives, a necessary approach considering the hybrid nature of Netflix, its inextricable links to new models of media production, distribution, viewer engagement and consumer behavior, its relationship to existing media conglomerates and consumer electronics, its capabilities as a web-based service provider and data network, and its reliance on a broader technological infrastructure.

Ask a Manager

As the digital revolution has democratised film production, a new hybrid model of distribution is the way independent filmmakers can take control of their own distribution. This approach is not just DIY or Web-based - it combines the best techniques from each distribution arena, old and new. In Think Outside the Box Office, Reiss explains audience identification and targeting, negotiating split-rights agreements, the new role of film festivals and more.

Virtual Art

In his highly provocative first book, Scott Galloway pulls back the curtain on exactly how Amazon, Apple, Facebook, and Google built their massive empires. While the media spins tales about superior products and designs, and the power of technological innovation, Galloway exposes the truth: none of these four are first movers technologically - they've either copied, stolen, or acquired their ideas. Readers will come away with fresh, game -changing insights about what it takes to win in today's economy. Print run 125,000.

How the Internet Happened: From Netscape to the iPhone

If you want to outsmart a crook, learn his tricks—Darrell Huff explains exactly how in the classic How to Lie with Statistics. From distorted graphs and biased samples to misleading averages, there are countless statistical dodges that lend cover to anyone with an ax to grind or a product to sell. With abundant examples and illustrations, Darrell Huff's lively and engaging primer clarifies the basic principles of statistics and explains how they're used to present information in honest and not-so-honest ways. Now even more indispensable in our data-driven world than it was when first published, How to Lie with Statistics is the book that generations of readers have relied on to keep from being fooled.

The Mansion on the Hill

NATIONAL BESTSELLER A Book of the Year Selection for Inc. and Library Journal "This book picks up where The Tipping Point left off." -- Adam Grant, Wharton professor and New York Times bestselling author of ORIGINALS and GIVE AND TAKE Nothing "goes viral." If you think a popular movie, song, or app came out of nowhere to become a word-of-mouth success in today's crowded media environment, you're missing the real story. Each blockbuster has a secret history—of power, influence, dark broadcasters, and passionate cults that turn some new products into cultural phenomena. Even the most brilliant ideas wither in obscurity if they fail to connect with the right network, and the consumers that matter most aren't the early adopters, but rather their friends, followers, and imitators -- the audience of your audience. In his groundbreaking investigation, Atlantic senior editor Derek Thompson uncovers the hidden psychology of why we like what we like and reveals the economics of cultural markets that invisibly shape our lives. Shattering the sentimental myths of hit-making that dominate pop culture and business, Thompson shows quality is insufficient for success, nobody has "good taste," and some of the most popular products in history were one bad break away from utter failure. It may be a new world, but there are some enduring truths to what audiences and consumers want. People love a familiar surprise: a product that is bold, yet sneakily recognizable. Every business, every artist, every person looking to promote themselves and their work wants to know what makes some works so successful while others disappear. Hit Makers is a magical mystery tour through the last century of pop culture blockbusters and the most valuable

currency of the twenty-first century—people's attention. From the dawn of impressionist art to the future of Facebook, from small Etsy designers to the origin of Star Wars, Derek Thompson leaves no pet rock unturned to tell the fascinating story of how culture happens and why things become popular. In Hit Makers, Derek Thompson investigates: · The secret link between ESPN's sticky programming and the The Weeknd's catchy choruses · Why Facebook is today's most important newspaper · How advertising critics predicted Donald Trump · The 5th grader who accidentally launched "Rock Around the Clock," the biggest hit in rock and roll history · How Barack Obama and his speechwriters think of themselves as songwriters · How Disney conquered the world—but the future of hits belongs to savvy amateurs and individuals · The French collector who accidentally created the Impressionist canon · Quantitative evidence that the biggest music hits aren't always the best · Why almost all Hollywood blockbusters are sequels, reboots, and adaptations · Why one year--1991--is responsible for the way pop music sounds today · Why another year --1932--created the business model of film · How data scientists proved that "going viral" is a myth · How 19th century immigration patterns explain the most heard song in the Western Hemisphere

Super Charge Your Data Warehouse

A Library Journal Best Book of the Year Tech-guru Brian McCullough delivers a rollicking history of the internet, why it exploded, and how it changed everything.

The internet was never intended for you, opines Brian McCullough in this lively narrative of an era that utterly transformed everything we thought we knew about technology. In How the Internet Happened, he chronicles the whole fascinating story for the first time, beginning in a dusty Illinois basement in 1993, when a group of college kids set off a once-in-an-epoch revolution with what would become the first "dotcom." Depicting the lives of now-famous innovators like Netscape's Marc Andreessen and Facebook's Mark Zuckerberg, McCullough also reveals surprising quirks and unknown tales as he tracks both the technology and the culture around the internet's rise. Cinematic in detail and unprecedented in scope, the result both enlightens and informs as it draws back the curtain on the new rhythm of disruption and innovation the internet fostered, and helps to redefine an era that changed every part of our lives.

Big Data

In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry

executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPAA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and watched. An online eResource contains further discussion on topics presented in the book.

The Business of Media Distribution

How streaming services and internet distribution have transformed global television culture. Television, once a broadcast medium, now also travels through

our telephone lines, fiber optic cables, and wireless networks. It is delivered to viewers via apps, screens large and small, and media players of all kinds. In this unfamiliar environment, new global giants of television distribution are emerging—including Netflix, the world's largest subscription video-on-demand service. Combining media industry analysis with cultural theory, Ramon Lobato explores the political and policy tensions at the heart of the digital distribution revolution, tracing their longer history through our evolving understanding of media globalization. Netflix Nations considers the ways that subscription video-on-demand services, but most of all Netflix, have irrevocably changed the circulation of media content. It tells the story of how a global video portal interacts with national audiences, markets, and institutions, and what this means for how we understand global media in the internet age. Netflix Nations addresses a fundamental tension in the digital media landscape – the clash between the internet's capacity for global distribution and the territorial nature of media trade, taste, and regulation. The book also explores the failures and frictions of video-on-demand as experienced by audiences. The actual experience of using video platforms is full of subtle reminders of market boundaries and exclusions: platforms are geo-blocked for out-of-region users ("this video is not available in your region"); catalogs shrink and expand from country to country; prices appear in different currencies; and subtitles and captions are not available in local languages. These conditions offer rich insight for understanding the actual geographies of digital media distribution. Contrary to popular belief, the story of

Netflix is not just an American one. From Argentina to Australia, Netflix's ascension from a Silicon Valley start-up to an international television service has transformed media consumption on a global scale. Netflix Nations will help readers make sense of a complex, ever-shifting streaming media environment.

Netflix Nations

For the first time, Appetite for Self-Destruction recounts the epic story of the precipitous rise and fall of the recording industry over the past three decades, when the incredible success of the CD turned the music business into one of the most glamorous, high-profile industries in the world -- and the advent of file sharing brought it to its knees. In a comprehensive, fast-paced account full of larger-than-life personalities, Rolling Stone contributing editor Steve Knopper shows that, after the incredible wealth and excess of the '80s and '90s, Sony, Warner, and the other big players brought about their own downfall through years of denial and bad decisions in the face of dramatic advances in technology. Big Music has been asleep at the wheel ever since Napster revolutionized the way music was distributed in the 1990s. Now, because powerful people like Doug Morris and Tommy Mottola failed to recognize the incredible potential of file-sharing technology, the labels are in danger of becoming completely obsolete. Knopper, who has been writing about the industry for more than ten years, has unparalleled access to those intimately involved in the music world's highs and lows. Based on

interviews with more than two hundred music industry sources -- from Warner Music chairman Edgar Bronfman Jr. to renegade Napster creator Shawn Fanning -- Knopper is the first to offer such a detailed and sweeping contemporary history of the industry's wild ride through the past three decades. From the birth of the compact disc, through the explosion of CD sales in the '80s and '90s, the emergence of Napster, and the secret talks that led to iTunes, to the current collapse of the industry as CD sales plummet, Knopper takes us inside the boardrooms, recording studios, private estates, garage computer labs, company jets, corporate infighting, and secret deals of the big names and behind-the-scenes players who made it all happen. With unforgettable portraits of the music world's mighty and formerly mighty; detailed accounts of both brilliant and stupid ideas brought to fruition or left on the cutting-room floor; the dish on backroom schemes, negotiations, and brawls; and several previously unreported stories, Appetite for Self-Destruction is a riveting, informative, and highly entertaining read. It offers a broad perspective on the current state of Big Music, how it got into these dire straits, and where it's going from here -- and a cautionary tale for the digital age.

Appetite for Self-Destruction

Do You Know If Your Data Warehouse Flexible, Scalable, Secure and Will It Stand The Test Of Time And Avoid Being Part Of The Dreaded "Life Cycle"? The Data Vault took the Data Warehouse world by storm when it was released in 2001.

Some of the world's largest and most complex data warehouse situations understood the value it gave especially with the capabilities of unlimited scaling, flexibility and security. Here is what industry leaders say about the Data Vault "The Data Vault is the optimal choice for modeling the EDW in the DW 2.0 framework" - Bill Inmon, The Father of Data Warehousing "The Data Vault is foundationally strong and an exceptionally scalable architecture" - Stephen Brobst, CTO, Teradata "The Data Vault should be considered as a potential standard for RDBMS-based analytic data management by organizations looking to achieve a high degree of flexibility, performance and openness" - Doug Laney, Deloitte Analytics Institute "I applaud Dan's contribution to the body of Business Intelligence and Data Warehousing knowledge and recommend this book be read by both data professionals and end users" - Howard Dresner, From the Foreword - Speaker, Author, Leading Research Analyst and Advisor You have in your hands the work, experience and testing of 2 decades of building data warehouses. The Data Vault model and methodology has proven itself in hundreds (perhaps thousands) of solutions in Insurance, Crime-Fighting, Defense, Retail, Finance, Banking, Power, Energy, Education, High-Tech and many more. Learn the techniques and implement them and learn how to build your Data Warehouse faster than you have ever done before while designing it to grow and scale no matter what you throw at it. Ready to "Super Charge Your Data Warehouse"?

Spotify Teardown

Although many people view virtual reality as a modern phenomenon, it has its foundations in a history of immersive images. The search for illusionary visual space can be traced back to antiquity. This text shows how virtual art fits into the art history of illusion and immersion.

Lost in a Good Game

The theme of this international symposium is the promotion of greater sharing of scientific data for the benefit of research and broader development, particularly in the developing world. This is an extraordinarily important topic. Indeed, I have devoted much of my own career to matters related to the concept of openness. I had the opportunity to promote and help build the open courseware program at the Massachusetts Institute of Technology (MIT). This program has made the teaching materials for all 2,000 subjects taught at MIT available on the Web for anyone, anywhere, to use anytime at no cost. In countries where basic broadband was not available, we shipped it in on hard drives and compact disks. Its impact has been worldwide, but it has surely had the greatest impact on the developing world. I am also a trustee of a nonprofit organization named Ithaca that operates Journal Storage (JSTOR) and other entities that make scholarly information available at very low cost. The culture of science has been international and open for centuries. Indeed, the scientific enterprise can only work when all information is

open and accessible, because science works through critical analysis and replication of results. In recent years, as some scientific data, and especially technological data, have increased in economic value frequently has caused us to be far less open with information than business and free enterprise require us to be. Indeed, the worldwide shift to what is known as open innovation is strengthening every day. Finally, since the end of World War II, the realities of modern military conflict and now terrorism have led governments to restrict information through classification. This is important, but I believe that we classify far too much information. The last thing we need today, at the beginning of the twenty-first century, is further arbitrary limitations on the free flow of scientific information, whether by policies established by governments and businesses, or by lack of information infrastructure. For all these reasons, the international sharing of scientific data is one of the topics of great interest here at the National Academies and has been the subject of many of our past reports. This is the primary reason why this symposium has been co-organized by the NRC's Policy and Global Affairs Division-the Board on International Scientific Organizations (BISO) and the Board on Research Data and Information (BRDI). The Case for International Sharing of Scientific Data: A Focus on Developing Countries: Proceedings of a Symposium summarizes the symposium.

How to Lie with Statistics

Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To help realize Big Data's full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them. These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure, data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

Think Outside the Box Office

Why the future of popular culture will revolve around ever bigger bets on entertainment products, by one of Harvard Business School's most popular professors What's behind the phenomenal success of entertainment businesses such as Warner Bros., Marvel Entertainment, and the NFL—along with such stars as Jay-Z, Lady Gaga, and LeBron James? Which strategies give leaders in film, television, music, publishing, and sports an edge over their rivals? Anita Elberse,

Harvard Business School's expert on the entertainment industry, has done pioneering research on the worlds of media and sports for more than a decade. Now, in this groundbreaking book, she explains a powerful truth about the fiercely competitive world of entertainment: building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, she reveals why entertainment executives often spend outrageous amounts of money in search of the next blockbuster, why superstars are paid unimaginable sums, and how digital technologies are transforming the entertainment landscape. Full of inside stories emerging from Elberse's unprecedented access to some of the world's most successful entertainment brands, Blockbusters is destined to become required reading for anyone seeking to understand how the entertainment industry really works—and how to navigate today's high-stakes business world at large.

Streaming, Sharing, Stealing

Finalist for the 2016 Los Angeles Times Book Prize, the 2016 J. Anthony Lukas Book Prize, and the 2015 Financial Times and McKinsey Business Book of the Year One of Billboard's 100 Greatest Music Books of All Time A New York Times Editors' Choice ONE OF THE YEAR'S BEST BOOKS: The Washington Post • The Financial Times • Slate • The Atlantic • Time • Forbes "[How Music Got Free] has the clear

writing and brisk reportorial acumen of a Michael Lewis book."—Dwight Garner, The New York Times What happens when an entire generation commits the same crime? How Music Got Free is a riveting story of obsession, music, crime, and money, featuring visionaries and criminals, moguls and tech-savvy teenagers. It's about the greatest pirate in history, the most powerful executive in the music business, a revolutionary invention and an illegal website four times the size of the iTunes Music Store. Journalist Stephen Witt traces the secret history of digital music piracy, from the German audio engineers who invented the mp3, to a North Carolina compact-disc manufacturing plant where factory worker Dell Glover leaked nearly two thousand albums over the course of a decade, to the high-rises of midtown Manhattan where music executive Doug Morris cornered the global market on rap, and, finally, into the darkest recesses of the Internet. Through these interwoven narratives, Witt has written a thrilling book that depicts the moment in history when ordinary life became forever entwined with the world online—when, suddenly, all the music ever recorded was available for free. In the page-turning tradition of writers like Michael Lewis and Lawrence Wright, Witt's deeply reported first book introduces the unforgettable characters—inventors, executives, factory workers, and smugglers—who revolutionized an entire artform, and reveals for the first time the secret underworld of media pirates that transformed our digital lives. An irresistible never-before-told story of greed, cunning, genius, and deceit, How Music Got Free isn't just a story of the music industry—it's a must-read history of the Internet itself. From the Hardcover edition.

Streaming, Sharing, Stealing

Find the right big data solution for your business ororganization Big data management is one of the major challenges facingbusiness, industry, and not-for-profit organizations. Data setssuch as customer transactions for a mega-retailer, weather patternsmonitored by meteorologists, or social network activity can quicklyoutpace the capacity of traditional data management tools. If youneed to develop or manage big data solutions, you'll appreciate howthese four experts define, explain, and guide you through this newand often confusing concept. You'll learn what it is, why itmatters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importanceto businesses, not-for-profit organizations, government, and ITprofessionals Authors are experts in information management, big data, and avariety of solutions Explains big data in detail and discusses how to select andimplement a solution, security concerns to consider, data storageand presentation issues, analytics, and much more Provides essential information in a no-nonsense,easy-to-understand style that is empowering Big Data For Dummies cuts through the confusion and helpsyou take charge of big data solutions for your organization.

Summary and Analysis of Streaming, Sharing, Stealing: Big Data and the Future of Entertainment

How big data is transforming the creative industries, and how those industries can use lessons from Netflix, Amazon, and Apple to fight back. "[The authors explain] gently yet firmly exactly how the internet threatens established ways and what can and cannot be done about it. Their book should be required for anyone who wishes to believe that nothing much has changed." —The Wall Street Journal "Packed with examples, from the nimble-footed who reacted quickly to adapt their businesses, to laggards who lost empires." —Financial Times Traditional network television programming has always followed the same script: executives approve a pilot, order a trial number of episodes, and broadcast them, expecting viewers to watch a given show on their television sets at the same time every week. But then came Netflix's House of Cards. Netflix gauged the show's potential from data it had gathered about subscribers' preferences, ordered two seasons without seeing a pilot, and uploaded the first thirteen episodes all at once for viewers to watch whenever they wanted on the devices of their choice. In this book, Michael Smith and Rahul Telang, experts on entertainment analytics, show how the success of House of Cards upended the film and TV industries—and how companies like Amazon and Apple are changing the rules in other entertainment industries, notably publishing and music. We're living through a period of unprecedented technological disruption in the entertainment industries. Just about everything is affected: pricing, production, distribution, piracy. Smith and Telang discuss niche products and the long tail, product differentiation, price discrimination, and incentives for users not to steal content. To survive and succeed, businesses have

to adapt rapidly and creatively. Smith and Telang explain how. How can companies discover who their customers are, what they want, and how much they are willing to pay for it? Data. The entertainment industries, must learn to play a little "moneyball." The bottom line: follow the data.

The Four

'Etchells writes eloquently A heartfelt defence of a demonised pastime' The Times 'Once in an age, a piece of culture comes along that feels like it was specifically created for you, the beats and words and ideas are there because it is your life the creator is describing. Lost In A Good Game is exactly that. It will touch your heart and mind. And even if Bowser, Chun-li or Q-Bert weren't crucial parts of your youth, this is a flawless victory for everyone' Adam Rutherford When Pete Etchells was 14, his father died from motor neurone disease. In order to cope, he immersed himself in a virtual world - first as an escape, but later to try to understand what had happened. Etchells is now a researcher into the psychological effects of video games, and was co-author on a recent paper explaining why WHO plans to classify 'game addiction' as a danger to public health are based on bad science and (he thinks) are a bad idea. In this, his first book, he journeys through the history and development of video games - from Turing's chess machine to mass multiplayer online games like World of Warcraft- via scientific study, to investigate the highs and lows of playing and get to the bottom of our relationship with games - why we

do it, and what they really mean to us. At the same time, Lost in a Good Game is a very unusual memoir of a writer coming to terms with his grief via virtual worlds, as he tries to work out what area of popular culture we should classify games (a relatively new technology) under.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION